



## Andreea Toiu

### DATA ANALYST | PROJECT COORDINATOR

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Data Analyst and Project Coordinator with experience in Python, R, SQL, Power BI, Tableau, and ArcGIS. Currently pursuing a PhD in Socio-Economic Data Analysis, applying research and statistical methods to organizational and innovation contexts. Previous roles include patent landscaping, database management, and event coordination, combining analytical skills with project delivery in both academic and corporate environments.

## Experience

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### Bosch Romania | Project Coordinator

Sep 2024 – Present

- Planned and organized the Bosch Future Mobility Challenge, managing preparations for 20+ international student teams from several countries.
- Set timelines, task lists, and milestones to coordinate Bosch departments, mentors, and external partners.
- Followed progress against deadlines and budget, and adjusted plans when obstacles appeared.
- Managed administrative and logistical processes to ensure the competition was completed successfully and on schedule.

### Bosch Romania | Innovation & Patent Coordinator

Feb 2024 – Present

### Bosch Romania | Working Student in Innovation

Nov 2022 – Jan 2024

#### Patenting

- Collected, structured, and maintained IP-related data in internal databases, ensuring accuracy for patents and applications.
- Conducted prior art searches and patent landscape analyses, providing input to invention disclosures and technical teams.
- Prepared regular portfolio reports, highlighting patent status, deadlines, and costs for management use.
- Processed and tracked Invention Disclosure Forms (IDFs), keeping record of evaluation outcomes.
- Assisted with documentation and data for filings, renewals, and inventor remuneration.

#### Innovation (Business Incubator)

- Contributed to the design and structuring of the internal innovation program, defining stages and resources.
- Adjusted activities to the specific needs of project teams, ensuring relevant and practical support.

- Organized workshops, feedback sessions, and training events together with mentors and program leads.
- Led customer interviews and validation sessions, turning feedback into recommendations for teams.
- Supported teams in testing business assumptions, using tools and methods adapted to their projects.

**Babeş-Bolyai University | Teaching Assistant**

**Feb 2024 – Present**

- Delivered laboratory sessions in Data Analysis with applications in Excel and Power BI.
- Led seminars in Sociology of Organizations, facilitating case-based learning and discussion.
- Prepared teaching materials and assignments to support course delivery.
- Provided academic support to students through evaluation, feedback, and consultation.

**Interdisciplinary Centre for Data Science | Junior Data Analyst**

**May 2022 – Nov 2022**

- Collected, cleaned, and prepared datasets from multiple sources for analysis.
- Built dashboards and visualizations in Power BI and Tableau to support research projects.
- Applied statistical methods in R and SPSS for forecasting and optimization tasks.
- Assisted with database maintenance and documentation to ensure data accuracy and accessibility

**Procter & Gamble | Practice Program (Marketing)**

**Apr 2021 – May 2021**

**Cluj Cultural Center | HR Intern**

**Dec 2019 – Mar 2020**

**Education**

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**Babeş-Bolyai University | PhD Student in Socio-Economic Data Analysis** **2024 - 2028**

**Babeş-Bolyai University | MA in Complex Data Analysis** **2022 - 2024**

**Babeş-Bolyai University | BA in Sociology (Human Resource Management)** **2019 - 2022**

**Skills & abilities**

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- **Programming & Data:** Python, R, SQL, MySQL, Excel
- **Visualization & GIS:** Power BI, Tableau, ArcGIS
- **Statistics & Modeling:** Machine Learning, Advanced Statistics, SPSS, JASP
- **Certifications:** Train the Trainer Certificate — HUM Management Consulting, 2024
- **Certifications:** Google Data Analytics Certificate — Google, 2023
- **Certifications:** Human Resources Inspector — Ministry of Youth and Sport, Romania, 2021

## Publications

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- Yeung, H. W. C., Lozano, P. P., Benedek, J., Țoiu, A., & Gyuris, F. (2025). Panel discussion of Henry Yeung's Theory and Explanation in Geography. *Hungarian Geographical Bulletin*, 74(3), 233-252.
- Benedek, J., & Țoiu, A. (2025). Context as ontology and epistemic infrastructure: Rethinking explanation in economic geography. *Hungarian Geographical Bulletin*, 74(3), 285-299.
- Țoiu A. (2022). *Balancing Efficiency and Personal Time Requirements for Human Resources Professionals after Telecommuting*. *Studia Sociologica*67 (LXVII), 2, 2022, pp. 19-37

## Research papers

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- Petrovici N., Bejinariu V., Pop C., Marțiș D., Nadolu B., Alexe V., Țoiu A. (2023). *Study on the Provision of Public Educational Facilities in the Timișoara Metropolitan Area*. Interdisciplinary Center for Data Science.
- Petrovici N., Man T., Alexe V., Marțiș D., Țoiu A. (2022). *Study on the Interconnection of Public Data and Data-Driven Decision-Making in the Municipality of Cluj-Napoca*. Interdisciplinary Center for Data Science.

## Conferences and Presentations

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- February 2–6, 2026 – Participant, **Geography of Innovation Winter School**, University of Pavia, Italy.
- January 28–30, 2026 – *Centralising Invention in Decentralised Innovation Systems: Mapping Patent Integration Strategies in a Multinational Firm*. Paper accepted for presentation at the **8th Geography of Innovation Conference (GeolInno 2026)**, Corvinus University of Budapest, Hungary.
- November 13–14, 2025 – *From Local Invention to Global Integration: Managing Patent Strategies in Multinational Innovation Systems*. Paper accepted for presentation at the **Regional Studies Association Annual Conference “Regional Futures”**, London, United Kingdom.
- May 19–22, 2025 – *Centralising Invention in Decentralised Innovation Systems: Mapping Patent Integration Strategies in a Multinational Firm*. Paper accepted for presentation at the **Conference “Capitalist Transformations in Eastern and Central Europe”**, Cluj-Napoca, Romania.
- May 9–10, 2025 – Reviewer, *Student Conference “Ecouri din Social”*, Faculty of Sociology and Social Work, Babeș-Bolyai University, Cluj-Napoca, Romania.